



WTIC-TV

ORDER

Print Date 08/08/12

Page 1 of 2

Flight Dates 08/08/12-08/14/12

Contract / Revision 378251 /

Original Date / Revision
08/08/12 08/08/12

Advertiser Lisa Wilson-Foley/R/Cong 51

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

LISA FOLEY FOR CONGR

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2588

Alt Order # 06267468

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 41600

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	36%	14976
4WVIT	24%	9984
5WTNH	25%	10400
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	18	\$5,304.00	\$6,240.00	0.00	07/30/12	08/14/12	18	\$5,304.00	\$6,240.00
Totals	18	\$5,304.00	\$6,240.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	08/08/12	08/10/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-- WTF--	:30	3	\$125.00	03	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- WTF--		3			\$125.00			0.00			
E 2	61	08/13/12	08/14/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MT-----	:30	2	\$125.00	03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2			\$125.00			0.00			
E 3	61	08/12/12	08/12/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$65.00	03	0.00	NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1		1			\$65.00			0.00			
E 4	61	08/08/12	08/10/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-- 111--	:30	3	\$150.00	03	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	-- 111--		3			\$150.00			0.00			
E 5	61	08/13/12	08/13/12		CM	4p-5p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00



WTIC-TV

Print Date: 08/08/12

Page 2 of 2

Contract / Revision **378251** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/08/12

Order Sep 00:15:00

Advertiser **Lisa Wilson-Foley/R/Cong !** Product **LISA FOLEY FOR CONGR** Estimate # **2588**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 4p-5pm M-F 4p-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$150.00		0.00			
E 6	61	08/08/12	08/10/12	M-F News at Ten News at Ten	CM	10p-11p	--111--	:30	3	\$850.00	03	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--111--					3	\$850.00		0.00			
E 7	61	08/13/12	08/13/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$850.00	03	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$850.00		0.00			
E 8	61	08/13/12	08/13/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$175.00		0.00			
E 9	61	08/11/12	08/11/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$500.00	03	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1-					1	\$500.00		0.00			
E 10	61	08/12/12	08/12/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1					1	\$700.00		0.00			
E 11	61	08/12/12	08/12/12	Su 11p-1130p Sun 11p-1130p	CM	11p-1130p	-----1	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----1					1	\$175.00		0.00			
													Totals	18	\$6,240.00